Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the instant application:

Listing of Claims:

1. (Currently Amended) A method for rebooking passengers when seats on a commercial airline flight flown by a commercial airline are overbooked, comprising the steps of:

storing passenger data for each passenger booked on said flight;

determining a number of passengers likely to be denied boarding;

determining denied boarding candidates for said flight, wherein said candidates comprise passengers without a seat and volunteers offering to give up their seat in exchange for an incentive;

for each denied boarding candidate, using said passenger data to compute a cost of rebooking said denied boarding candidates, said rebooking cost being the lesser of a cost of paying for the denied boarding candidate to travel on a different flight flown by a different commercial airline or a cost, including lodging and meals, to accommodate the denied boarding candidate until the denied boarding candidate can be flown on a later flight flown by the commercial airline;

for each denied boarding candidate, using said passenger data to compute a lifetime value to the commercial airline of the denied boarding candidate;

for each denied boarding candidate, computing a financial value of the denied boarding candidate based upon the lifetime value of the denied boarding candidate, a cost of the incentive, and the cost of rebooking the denied boarding candidate;

comparing said passenger data for said denied boarding candidates and ranking each denied boarding candidate according to the financial values of each of the denied boarding candidates; [[and]]

selecting passengers for said flight based on said ranking of said denied boarding candidates and said determined number ~~financial values~~ such that

when only one available seat on the commercial flight remains and two ~~denied boarding candidates~~ of said passengers without seats prefer to fly on the commercial flight and are equally ranked, the available seat is assigned to the ~~denied boarding candidate~~ one of said two passengers without seats having the higher ~~financial~~ lifetime value to the commercial airline, and

when one available seat on the commercial flight remains and two ~~denied boarding candidates~~ of said volunteers prefer to ~~voluntarily~~ accept [[an]] said incentive ~~offered to rebook~~ and are equally ranked, the ~~denied boarding candidate~~ one of said two volunteers having the higher ~~financial~~ lifetime value is selected to be rebooked and receive the incentive.

2. (Previously Presented) The method of claim 1, wherein said passenger data comprises a frequent flyer status of the passenger.

3. (Original) The method of claim 1, wherein said passenger data is passenger financial data.

4. (Previously Presented) The method of claim 3, wherein said passenger financial data comprises a remaining flight ticket value of each denied boarding candidate.

5. (Cancelled)

6. (Original) The method of claim 3, wherein said passenger financial data comprises passenger lifetime value data.

7-9. (Cancelled)

10. (Previously Presented) The method of claim 1, wherein said comparing step comprises applying a predetermined set of rules.

11. (Previously Presented) The method of claim 1, wherein said ranking further comprises arranging said passengers according to a descending revenue impact to the airline.

12. (Previously Presented) The method of claim 1, wherein said ranking further comprises arranging said passengers according to passenger frequent flyer status.

13. (Previously Presented) The method of claim 1, wherein said ranking further comprises arranging said passengers according to passenger lifetime value data.

14. (Currently Amended) A system for rebooking passengers when seats on a commercial airline flight flown by a commercial airline are overbooked, comprising:

means for storing passenger data for each passenger booked on said flight;

means for determining a number of passengers likely to be denied boarding;

means for determining denied boarding candidates for said flight, wherein said candidates comprise passengers without a seat and volunteers offering to give up their seat in exchange for an incentive;

means for using said passenger data to compute, for each denied boarding candidate, a cost of rebooking said denied boarding candidates, said rebooking cost being the lesser of a cost of paying for the denied boarding candidate to travel on a different flight flown by a different commercial airline or a cost, including lodging and meals, to

accommodate the denied boarding candidate until the denied boarding candidate can be flown on a later flight flown by the commercial airline;

means for using said passenger data to compute, for each denied boarding candidate, the lifetime value to the commercial airline of the denied boarding candidate;

means for using said passenger data to compute, for each denied boarding candidate, a financial value of the denied boarding candidate based upon the lifetime value of the denied boarding candidate, a cost of the offered incentive, and the cost of rebooking the denied boarding candidate;

means for comparing said passenger data for said denied boarding candidates and ranking each denied boarding candidate based on the financial values of each denied boarding candidate; [[and]]

means for selecting passengers for said flight based on said ranking of said denied boarding candidates and said determined number ~~financial values~~ such that

when only one available seat on the commercial flight remains and two ~~denied boarding candidates~~ of said passengers without seats prefer to fly on the commercial flight and are equally ranked, the available seat is assigned to the ~~denied boarding candidate~~ one of said two passengers without seats having the higher lifetime financial value to the commercial airline, and

when one available seat on the commercial flight remains and two ~~denied boarding candidates~~ of said volunteers prefer to ~~voluntarily~~ accept [[an]] said incentive ~~offered to rebook~~ and are equally ranked, the ~~denied boarding candidate~~ one of said two volunteers having the higher lifetime financial value is selected to be rebooked and receive the incentive.

15. (Original) The system of claim 14, wherein said passenger data is passenger financial data.

16. (Currently Amended) A ~~machine~~ computer-readable storage having stored thereon a computer program having a plurality of code sections executable by a machine for causing the machine to perform the steps of:

storing passenger data for each passenger booked on [[said]] a flight;

determining a number of passengers likely to be denied boarding;

determining denied boarding candidates for said flight, wherein said candidates comprise passengers without a seat and volunteers offering to give up their seat in exchange for an incentive;

for each denied boarding candidate, using said passenger data to compute a cost of rebooking said denied boarding candidates, said rebooking cost being the lesser of a cost of paying for the denied boarding candidate to travel on a different flight flown by a different commercial airline or a cost, including lodging and meals, to accommodate the denied boarding candidate until the denied boarding candidate can be flown on a later flight flown by the commercial airline;

for each denied boarding candidate, using said passenger data to compute a lifetime value to the commercial airline of the denied boarding candidate;

for each denied boarding candidate, computing a financial value of the denied boarding candidate based upon the lifetime value of the denied boarding candidate, a cost of the incentive, and the cost of rebooking the denied boarding candidate;

comparing said passenger data for said denied boarding candidates and ranking each denied boarding candidate according to the financial values of each of the denied boarding candidates; [[and]]

selecting passengers for said flight based on said ranking of said denied boarding candidates and said determined number ~~financial values~~ such that

when only one available seat on the commercial flight remains and two ~~denied boarding candidates~~ of said passengers without seats prefer to fly on the commercial flight and are equally ranked, the available seat is assigned to the

~~denied boarding candidate~~ one of said two passengers without seats having the higher lifetime financial value to the commercial airline, and

when one available seat on the commercial flight remains and two ~~denied boarding candidates~~ of said volunteers prefer to ~~voluntarily~~ accept [[an]] said incentive ~~offered to rebook~~ and are equally ranked, the ~~denied boarding candidate~~ one of said two volunteers having the higher lifetime financial value is selected to be rebooked and receive the incentive.

17. (Currently Amended) The ~~machine~~ computer-readable storage of claim 16, wherein said passenger data comprises a frequent flyer status of the passenger.

18. (Currently Amended) The ~~machine~~ computer-readable storage of claim 16, wherein said passenger data is passenger financial data.

19. (Currently Amended) The ~~machine~~ computer-readable storage of claim 18, wherein said passenger financial data comprises remaining flight ticket value of each denied boarding candidate.

20-22. (Cancelled)

23. (Currently Amended) The ~~machine~~ computer-readable storage of claim 16, wherein said comparing means comprises rules for making said comparison.

24. (Currently Amended) The ~~machine~~ computer-readable storage of claim 23, wherein said rules comprise arranging said passengers according to a descending revenue impact to the airline.

25. (Currently Amended) The ~~machine~~ computer-readable storage of claim 23, wherein said rules comprise arranging said passengers according to passenger frequent flyer status.

26. (Currently Amended) The ~~machine~~ computer-readable storage of claim 23, wherein said rules require arranging said passengers according to passenger lifetime value data.